

Message Text

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ACTION ARA-14

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E.O. 11652: NA
TAGS: BEXP, CO
SUBJECT: PRINTING & GRAPHIC ARTS EQUIPMENT CATALOG SHOW,
JUNE 20, 21 AND 22, 1977, BOGOTA, COLOMBIA

1. US PRINTING AND GRAPHIC ARTS EQUIPMENT CATALOG SHOW,
JUNE 20-22, WAS HIGHLY SUCCESSFUL, DESPITE THE FACT THAT
THE NUMBER OF PARTICIPANTS (65) WAS VERY LOW. THE SHOW
WAS OPEN FROM 10 A.M. TO 7 P.M. AND 850 PERSONS ATTENDED.

2. 177 VISITOR REGISTRATION FORMS WERE FILLED OUT
RESULTING IN 804 TRADE LEADS. THIS INFORMATION HAS BEEN
MAILED TO RELEVANT US COMPANIES. THE COMPLETE VISITORS
LIST IS BEING MAILED TO THE 65 PARTICIPATING COMPANIES.
COPIES OF FORM LETTERS, CATALOG INDEX BROCHURE, INVITATION
CARDS, AND BLACK AND WHITE PHOTOS ARE BEING POUCHED TO
COMMERCE.

3. THE CATALOG SHOW WAS HELD IN THE CENTRALLY LOCATED
CENTRO COLOMBO AMERICANO (BINATIONAL CENTER). CATALOGS
WERE ATTRACTIVELY DISPLAYED ON ABSTRACTSHELVING. ONE
16MM PROJECTOR AND TWO SLIDE PROJECTORS RAN CONTINUOUS
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FILMS AND SLIDES BORROWED FROM LOCAL AGENTS OR BROUGHT
DOWN BY INDUSTRY EXPERT ON ASPECTS OF THE PRINTING AND
GRAPHIC ARTS INDUSTRY IN THE UNITED STATES. UNFORTUNATELY,
ONLY ONE FILM OUT OF SIX SHOWN WAS IN SPANISH. BUT,
NEVERTHELESS, THEY ATTRACTED A LARGE AUDIENCE. THE
FILMS AND SLIDES WERE SHOWN IN A SMALL AREA LOCATED
AT THE REAR OF THE EXHIBITION. THESE FILMS AND SLIDES

PROVED TO BE AN EXCELLENT MEANS OF VISUALLY REINFORCING AND DEMONSTRATING TO COLOMBIAN BUSINESSMEN WHAT US EQUIPMENT CAN DO.

4. TWELVE COLOMBIAN REPRESENTATIVES OF US EXHIBITORS WERE PRESENT AT VARIOUS TIMES DURING THE SHOW TO TALK WITH INTERESTED LOCAL BUSINESSMEN. THEIR NAMES WERE DISPLAYED PROMINENTLY TO ASSIST VISITORS IN IDENTIFYING CONTACTS HERE IN COLOMBIA FOR THE US FIRMS. ONE LOCAL AGENT DISPLAYED A PHOTOCOPY MACHINE VALUED AT FIVE THOUSAND DOLLARS AND SOLD TEN UNITS. ANOTHER AGENT SOLD FOUR MACHINES VALUED AT FOUR THOUSAND DOLLARS EACH.

5. INDUSTRY EXPERT, WALTER KUBILIUS, WAS PRESENT FROM MONDAY THRU WEDNESDAY NOON (LEFT FOR CALI WEDNESDAY AFTERNOON FOR THE OPENING OF THE CALI SHOW) AND PROVIDED INVALUABLE TECHNICAL ADVICE AND ASSISTANCE TO VISITORS. HE GAVE THREE PRESENTATIONS (LECTURES AND SLIDES) DURING PEAK EXHIBITION HOURS BEFORE VERY LARGE AUDIENCES. ADDITIONALLY, POST ARRANGED APPOINTMENTS, PRIOR TO HIS ARRIVAL IN BOGOTA, WITH LOCAL AGENTS AND PROMINENT PUBLISHERS. HIS VIEWS CONCERNING NEEDS OF THE INDUSTRY AND BEST PROSPECTS FOR EXPORTING PRINTING AND GRAPHIC ARTS EQUIPMENT ARE CONTAINED IN THE INDUSTRY EXPERT FINAL REPORT WHICH WILL BE MAILED TO COMMERCE.

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6. GROUPS OF STUDENTS, MAINLY FROM SENA (GOVERNMENT SPONSORED APPRENTICESHIP SCHOOL), ALSO VISITED THE SHOW AT VARIOUS TIMES. THESE FUTURE PUBLISHERS AND TECHNICIANS GAINED A COMPREHENSIVE LOOK AT US TECHNOLOGY AND MANY EXPRESSED KEEN INTERESTED IN OBTAINING CATALOGS FOR THEIR FUTURE REFERENCE.

7. PRIOR TO THE OPENING OF THE SHOW, PERSONAL VISITS WERE MADE BY EMBASSY PERSONNEL TO THE LOCAL AGENTS OF US PARTICIPANTS. AS A RESULT OF THESE VISITS, THE AGENTS CONTRIBUTED A GREAT DEAL TO THE SUCCESS OF THE SHOW.

8. USIS SUPPORT OF THE EXHIBITION WAS EXCELLENT. SEVEN NEWS ARTICLES WERE PUBLISHED IN LOCAL NEWSPAPERS. IN ADDITION, PAID ADS PLACED IN "EL TIEMPO" AND "EL ESPECTADOR" IN BOGOTA AND "EL OCCIDENTE" AND "EL PAIS" IN CALI. MEDIA COVERAGE GENERATED BY USIS BOGOTA MOST CERTAINLY RESULTED IN A LARGER TURNOUT FOR THE EXHIBITION.

9. FINAL EXPENDITURES WILL BE CABLED TO COMMERCE AS SOON AS THEY BECOME AVAILABLE.

10. FOR FUTURE CATALOG SHOWS, POST SUGGESTS THAT COMMERCE COORDINATE WITH USIA WASHINGTON TO OBTAIN RELEVANT FILM PACKAGES (PREFERABLY IN LOCAL LANGUAGE) AND MAKE THESE AVAILABLE TO POSTS IN CONJUNCTION WITH CATALOG EXHIBITIONS.

11. CATALOG EXHIBITIONS ORGANIZED AROUND PGA THEME SHOULD BE ABLE TO GENERATE WIDER INTEREST ON BEHALF OF US MANUFACTURERS SINCE PGA INDUSTRY HAS BECOME ONE OF THE MAIN INDUSTRIAL ACTIVITIES IN COLOMBIA: IMPORTS OF MATERIAL AND EQUIPMENT INCREASED NEARLY 100 PERCENT FROM 7.3 MILLION DOLLARS IN 1973 TO 14.0 MILLION DOLLARS IN 1974, AND THE US SHARE OF THE UNCLASSIFIED

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MARKET AVERAGED 38 PERCENT. ALSO, INDUSTRY SOURCES STATE THAT US EQUIPMENT NOW HAS A WIDER ACCEPTANCE AND THAT IN COMING YEARS THE US SHARE OF THE MARKET, MAINLY PRINTING MACHINES, WILL INCREASE CONSIDERABLY.

12. COMMERCE SHOULD INSTRUCT PARTICIPANTS NOT TO SEND ONE SHEET OF LITERATURE IN PLACE OF A COMPREHENSIVE CATALOG. EMBASSY PERSONNEL MANNING THE EXHIBITION HEAD ADVERSE COMMENTS FROM VISITORS OF THE SOMEWHAT POOR PRESENTATION BY SOME COMPANIES. IF AT ALL POSSIBLE, CATALOGS SHOULD BE PRINTED IN THE LOCAL LANGUAGE FOR BETTER RESULTS. WHEN AN INSERT IN LOCAL LANGUAGE DESCRIBING THE COMPANY AND ITS PRODUCTS IS EXTREMELY USEFUL.
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